

**CLAIMS**

What is claimed is:

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1. A computer-implemented method for advertising in an electronic document, the computer-implemented method comprising the steps of:

storing a plurality of advertisements associated with one or more subject matters of interest to users, the plurality of advertisements comprising at least one morphing advertisement;

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receiving a request for one or more advertisements related to a subject matter of interest; delivering at least one morphing advertisement, the morphing advertisement including instructions to enable an end user system to change from a first display format to a second display format different from the first display format based on one or more user requests to display the second display format.

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2. The computer-implemented method of claim 1 wherein the second display format comprises additional information about the item being advertised compared to the first display format.

3. The computer-implemented method of claim 2 wherein the additional information comprises one or more images.

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4. The computer-implemented method of claim 2 wherein the additional information comprises menu options that enable the user to request additional content.

5. The computer-implemented method of claim 4 wherein at least one menu option comprises a link to at least one other web page.

6. The computer-implemented method of claim 4 wherein the menu options, upon selection, retrieve web content specified in association with the menu option in the morphing advertisement delivered.

7. The computer-implemented method of claim 6 wherein the content retrieved  
5 comprises content provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

8. The computer-implemented method of claim 2 wherein the additional information comprises an animation.

9. The computer-implemented method of claim 2 wherein the additional information  
10 comprises audio and/or video.

10. The computer-implemented method of claim 1 wherein the one or more user requests comprises selection of an expansion icon presented as part of the first display format.

11. The computer-implemented method of claim 1 wherein the one or more user requests comprises a mouse-over of the first display format.

12. The computer-implemented method of claim 1 wherein the one or more user  
15 requests comprises a preference specified by the user.

13. The computer-implemented method of claim 1 further comprising the steps of:  
storing a price parameter in association with one or more advertisements for certain  
performance by end users viewing the advertisement; and

20 upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements associated with the subject matter of interest.

14. The computer-implemented method of claim 13 further comprising the step of granting a ranking bonus for morphing advertisements in determining the one or more advertisements to deliver.

15. The computer-implemented method of claim 13 wherein the determining step  
5 determines ranking of advertisements based on an effective revenue per impression determined based on bid amount and click-through-rate.

16. The computer-implemented method of claim 15 further comprising the step of granting a bonus for morphing advertisements by taking an action causing a change to the effective revenue per impression for the morphing advertisement.

10 17. The computer-implemented method of claim 16 wherein the action comprises enhancing the price parameter for the morphing advertisement.

18. The computer-implemented method of claim 17 wherein the advertiser is charged based on the price parameter but not the increased price parameter value when the morphing advertisement achieves one or more performance parameters.

15 19. The computer-implemented method of claim 13 wherein the advertiser is charged an increased amount for a morphing advertisement.

20. The computer-implemented method of claim 13 further comprising the step of calculating an amount owed by an advertiser associated with an advertisement based on the advertisement meeting a performance parameter associated with the morphing advertisement.

20 21. The computer-implemented method of claim 20 wherein the performance parameter is determined based on user activity associated with the second display format.

22. The computer-implemented method of claim 21 wherein the user activity comprises a predetermined period of time viewing the second display format.

23. The computer-implemented method of claim 21 wherein the user activity comprises the user request to view the second display format.

5 24. The computer-implemented method of claim 21 wherein the user activity comprises a predetermined number of user selections of menu options, navigational links or other controls available in the second display format.

25. The computer-implemented method of claim 1 wherein the instructions include data sufficient to enable the end user system to display the contents of the second display format.

10 26. The computer-implemented method of claim 25 wherein the second display format comprises a graphic.

27. The computer-implemented method of claim 26 wherein the instructions include an instruction to preload the graphic before an end user request to display the second display format.

15 28. The computer-implemented method of claim 1 wherein the second display format covers different area in an interface of the end user system than the first display format.

29. The computer-implemented method of claim 28 further comprising the steps of:  
storing a price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user;

20 upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements associated with the subject matter of interest; and

wherein the step of determining includes assessing whether to deliver a morphing advertisement based on the price parameter of the morphing advertisement, the price parameter value of at least one other advertisement and at least one area-based parameter.

30. The computer-implemented method of claim 29 wherein the area-based parameter  
5 comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

31. The computer-implemented method of claim 30 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein a morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the  
10 price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the second display format covers.

32. The computer-implemented method of claim 31 wherein the morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value  
15 associated with each other advertisement that the second display format covers plus a premium amount.

33. The computer-implemented method of claim 1 wherein the first and second display formats are approved prior to being delivered.

34. An apparatus for advertising in an electronic document comprising:  
20 a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users, the plurality of advertisements comprising at least one morphing advertisement; and

an advertising listing system that receives a request for one or more advertisements related to a subject matter of interest and delivers at least one morphing advertisement, the morphing advertisement including instructions to change from a first display format to a second display format different from the first display format based on one or more user requests to display the second display format.

35. The apparatus of claim 33 wherein the second display format comprises additional information about the item being advertised compared to the first display format.

36. The apparatus of claim 35 wherein the additional information comprises one or more images or image references.

37. The apparatus of claim 35 wherein the additional information comprises menu options or links that enable the user to request additional content.

38. The apparatus of claim 37 wherein the menu options or links, upon selection, retrieve web content specified in association with the menu option in the morphing advertisement delivered.

39. The apparatus of claim 38 wherein the content retrieved comprises content provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

40. The apparatus of claim 35 wherein the additional information comprises information of a type selected from a group consisting of animation, audio, and video.

41. The apparatus of claim 34 wherein the one or more user requests comprises selection of an expansion icon presented as part of the first display format.

42. The apparatus of claim 34 wherein the one or more user requests comprises a mouse-over of the first display format.

43. The apparatus of claim 34 wherein the one or more user requests comprises a preference specified by the user.

5 44. The apparatus of claim 34 further comprising:  
a database system for storing a price parameter value in association with one or more advertisements for performances by end users viewing the advertisement; and  
wherein, the advertising listing system, upon receiving a request for an advertisement, determines one or more advertisements to deliver based at least in part on the price parameter  
10 value associated with a plurality of advertisements associated with the subject matter of interest.

45. The apparatus of claim 34 wherein the advertising listing system grants a bonus for morphing advertisements in determining the one or more advertisements to deliver.

46. The apparatus of claim 34 wherein the advertising listing system determines ranking of advertisements based on an effective revenue per impression .

15 47. The apparatus of claim 34 wherein the advertising listing system grants a bonus for morphing advertisements by taking an action causing a change to the effective performance-rate for the morphing advertisement.

48. The apparatus of claim 47 wherein the action comprises enhancing the value for the morphing advertisement.

20 49. The apparatus of claim 48 wherein the advertiser is charged based on the price parameter value but not the increased price parameter value when the morphing advertisement meets a performance parameter.

50. The apparatus of claim 34 wherein the advertiser is charged an increased amount for a morphing advertisement.

51. The apparatus of claim 34 further comprising the step of calculating an amount owed by an advertiser associated with an advertisement when certain performance by the morphing advertisement occurs.

52. The apparatus of claim 51 wherein performance is determined based on user activity associated with the second display format.

53. The apparatus of claim 52 wherein the user activity comprises a predetermined period of time viewing the second display format.

54. The apparatus of claim 52 wherein the user activity comprises the user request to view the second display format.

55. The apparatus of claim 52 wherein the user activity comprises a predetermined number of user selections of menu options available in the second display format.

56. The apparatus of claim 34 wherein the instructions include data sufficient to enable the end user system to display the contents of the second display format.

57. The apparatus of claim 56 wherein the second display format comprises a graphic and wherein the instructions include an instruction to preload the graphic before an end user request to display the second display format.

58. The apparatus of claim 34 wherein the second display format covers different area than the first display format.

59. The apparatus of claim 34 wherein the second display format covers a different profile than the first display format.



60. The apparatus of claim 34 wherein the second display format covers a different location than the first display format.

61. The apparatus of claim 34 further comprising:

a database system for storing a price parameter value in association with one or more advertisements for performance by end users viewing the advertisement; and

wherein the advertising listing system, upon receiving a request for an advertisement, determines one or more advertisements to deliver based at least in part on the price parameter value associated with a plurality of advertisements associated with the subject matter of interest and an assessment whether to deliver a morphing advertisement based on the price parameter value of the morphing advertisement and an area-based parameter .

62. The apparatus of claim 61 wherein the area-based parameter comprises a price parameter associated with an advertisement that the second display format would cover.

63. The apparatus of claim 61 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein a morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the second display format covers.

64. The apparatus of claim 34 wherein the first and second display formats are approved prior to being delivered.

65. A computer-implemented method for advertising in an electronic document, the computer-implemented method comprising the steps of:

receiving an electronic document at an end user system, the electronic document including one or more morphing advertisements, the morphing advertisement comprising a first display format, a second display format and instructions for enabling an end user system to display both formats;

5        displaying the first display format of the morphing advertisement in the electronic document at the end user system;

receiving a user request to display the second display format; and

displaying the second display format in the electronic document.

66.     The computer-implemented method of claim 65 wherein the second display  
10    format comprises additional information about the item being advertised compared to the first display format.

67.     The computer-implemented method of claim 65 wherein the additional  
information comprises information selected from a group consisting of one or more images, one  
or more menu options, one or more animations, one or more videos, and one or more audio  
15    elements.

68.     The computer-implemented method of claim 65 wherein the one or more user requests comprises selection of a control mechanism presented as part of the first display format.

69.     The computer-implemented method of claim 65 wherein the one or more user requests comprises a mouse-over of the first display format.

20        70.     The computer-implemented method of claim 65 wherein the one or more user requests comprises a preference specified by the user.

71. The computer-implemented method of claim 65 wherein the instructions include data sufficient to enable the end user system to display the contents of the second display format.

72. The computer-implemented method of claim 71 wherein the second display format comprises a graphic and wherein the instructions include an instruction to preload the graphic before an end user request to display the second display format and further comprising the step of preloading the graphic prior to receiving a request to display the second display format.

73. The computer-implemented method of claim 65 wherein the second display format covers more area in an interface of the end user system than the first display format.

74. The computer-implemented method of claim 65 wherein the second display format covers one or more other advertisements in an interface of the end user system.

75. The computer-implemented method of claim 65 wherein the first and second display formats are approved prior to being delivered.

76. A processor-readable medium comprising code for instructing a system to display a morphing advertisement in an electronic document, processor-readable medium comprising code for instructing a processor to perform the steps of:

displaying the first display format of the morphing advertisement and content in the electronic document;

identifying user action to signal a request by a user to view the second display format;

and

displaying the second display format in the electronic document.

77. The processor-readable medium of claim 76 wherein the second display format comprises additional information about the item being advertised compared to the first display format.

78. The processor-readable medium of claim 76 wherein the additional information  
5 comprises information selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

79. The processor-readable medium of claim 76 wherein the user action comprises selection of an expansion icon presented as part of the first display format.

80. The processor-readable medium of claim 76 wherein the user action comprises a  
10 mouse-over of the first display format.

81. The processor-readable medium of claim 76 further comprising code for instructing a processor to perform the step of preloading the graphic prior to receiving a request to display the second display format.

82. The processor-readable medium of claim 76 wherein the second display format  
15 covers more area in an interface of the end user system than the first display format.

83. The processor-readable medium of claim 76 wherein the second display format covers one or more other advertisements in an interface of the end user system.

84. A computer-implemented method for advertising in an electronic document, the computer-implemented method comprising the steps of:  
20 storing a plurality of advertisements associated with one or more subject matters of interest to users;

storing at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user; receiving a request for one or more advertisements related to a subject matter of interest; and

5        upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

85.     The computer-implemented method of claim 84 wherein the area-based parameter  
10        comprises the size of advertisement requested.

86.     The computer-implemented method of claim 84 wherein the area-based parameter comprises the number of advertisements requested.

87.     The computer-implemented method of claim 84 wherein the area-based parameter comprises the location of advertisement requested.

15        88.     The computer-implemented method of claim 84 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

89.     The computer-implemented method of claim 88 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

90.     The computer-implemented method of claim 89 wherein the area-based parameter  
20        comprises wherein the bid value is based on a size of advertisement.

91.     The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

92. The computer-implemented method of claim 84 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

93. The computer-implemented method of claim 84 wherein a plurality of  
5 advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

94. An apparatus for delivering advertising in an electronic document comprising:  
10 a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users and at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user; and

an advertising listing system that receives a for one or more advertisements related to a  
15 subject matter of interest and determines one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

95. The apparatus of claim 94 wherein the area-based parameter comprises the size of advertisement requested.

20 96. The apparatus of claim 94 wherein the area-based parameter comprises the number of advertisements requested.

97. The apparatus of claim 94 wherein the area-based parameter comprises the location of advertisement requested.

98. The apparatus of claim 94 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

5 99. The apparatus of claim 98 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

100. The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

101. The apparatus of claim 99 wherein the area-based parameter comprises wherein  
10 the bid value is based on another advertisement to be covered.

102. The apparatus of claim 94 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

103. The apparatus of claim 94 wherein a plurality of advertisements are delivered for  
15 display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

104. An apparatus for enabling an advertiser to provide inputs for a morphing advertisement comprising:

20 an input module for providing an interface through which an advertiser user may input data for a first and second display format for a morphing advertisement, the interface receiving

data including at least one URL for the first display format and at least one image for the second display format; and

a database system for storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

105. The apparatus of claim 104 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

106. The apparatus of claim 105 wherein the corresponding destination comprises a web page.

107. The apparatus of claim 106 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

108. The apparatus of claim 104 wherein the interface enables an advertiser user to provide data related to contact information.

109. A computer-implemented method for enabling an advertiser to provide inputs for a morphing advertisement comprising the steps of:

receiving from an advertiser user data for a first and second display format for a morphing advertisement, the interface receiving data including at least one URL for the first display format and at least one image for the second display format; and

storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

110. The computer-implemented method of claim 109 further comprising the step of receiving data relating to at least one menu title and at least one corresponding destination.



111. The computer-implemented method of claim 109 wherein the corresponding destination comprises a web page.

112. The computer-implemented method of claim 109 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

5 113. The computer-implemented method of claim 109 further comprising the step of receiving data relating to contact information.

114. An interface for enabling an advertiser to provide inputs for a morphing advertisement comprising:

at least one input field through which an advertiser user may input data for a first display  
10 format for a morphing advertisement including at least one URL for the first display format; and  
at least one input field through which an advertiser may input data for a second display  
format for a morphing advertisement including data related to at least one image.

115. The interface of claim 114 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

15 116. The interface of claim 115 wherein the corresponding destination comprises a web page.

117. The interface of claim 116 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

20 118. The interface of claim 114 wherein the interface enables an advertiser user to provide data related to contact information.